

Annotation

Title: The analysis clubs in Mattoni NBL and their work with fans

Objectives: The main objective of the work is, how the clubs work with their fans. The thesis also shows the marketing of the clubs, marketing mix, promotion, promotion actions and fan base. The data, which I recieved from the clubs, I compare and analyse. From this data I deduce conclusions, which can improve communication and the presentation of the clubs to the public and can help improve attendance.

Key words: marketing, promotion, merchandising, charity, attendance, tickets, fan, basketball